

General Mills says GMO Cheerios not boosting sales, 'no' to formulating more GMO free products

Ken Powell, the chairman and chief executive officer of General Mills, Inc. has a simple answer for anyone wondering if the company plans to reformulate more products to be G.M.O.-free.

"No."

While the announcement that the company has removed non-bioengineered ingredients from its iconic original Cheerios brand has generated a lot of discussion within the food and beverage industry, it has failed to move the needle from a sales perspective, Mr. Powell said.

Read the full original article: [General Mills says 'no' to formulating more G.M.O.-free products](#)